



China Smart: What Your Business Should Know

October 11, 2007
7:30 a.m. – 2:30 p.m.

Queen City Club
331 E Fourth St
Cincinnati, OH 45202
513.621.2711

7:30 – 8:00 am Registration & Continental Breakfast

8:00 - 8:15 a.m. Welcome
Victor Notaro, Senior Vice President, PNC
Marcia Brandstadt, Director, U.S. Commercial Service - Cincinnati

8:15 -10:15 a.m. **Assessing and Managing Risk and Opportunity in the Chinese Market**
Panel Moderator: *Steven Bastin, Vice President, PNC Global Treasury Management*

Strategic Considerations for Market Entry & IPR Protection

Joseph Dehner, Partner & Co-Chair International Practice, Frost Brown Todd LLP

- How to conduct due diligence in a market where information is hard to obtain & confirm
- Working through tough negotiations, common tricks, pitfalls
- Preparing your IP plan before entering the market
- How at risk is your product, TM, brand?
- Tactical measures for different types of partnerships (rep office, JV, WOFE)Keys to Successful Trade Finance & Currency Hedging



8:15 – 10:15 pm **Assessing and Managing Risk and Opportunity in the Chinese Market [con't]**

George Hoffman, Vice President and International Product, PNC

Paul Toth, Managing Director, Foreign Exchange, PNC

- Understanding the Chinese banking landscape
- How to make sure you get paid
- Hedging market and currency risk

Getting Your Products to Market: Logistics & Supply Chain Considerations

Dave Renner, Manager International Sales - FedEx

- Shipping considerations & terms
- Customs requirements for China (wood packaging, CCC mark, other marking)
- Importing samples

10:15 - 10:30 a.m. Q&A Session

10:30 - 10:45 a.m. Networking Break

10:45 - 11:45 a.m. **Realities of the Chinese Market from a Local Perspective**

Best Practices & Lessons Learned for Success in China

Jervy Zhu, Senior Associate, GBBN Architects

Dan Cunningham, President & CEO, Long, Stanton & Lee

Steven Berke, President & CEO, Cincinnati Sub Zero

12:00 - 1:30 p.m. **Lunch - China's Commercial Landscape, Current and Emerging Issues**

William S. Lawton, Foreign Service Officer, Commercial Service

Optional Session

1:35 - 2:30 p.m. Open Breakout Session with Featured Presenters

1. Banking & FX Hedging -- *PNC*
2. Due Diligence/Managing Partners/Legal Considerations/IPR - *Frost Brown Todd*
3. General Export Counseling - *U.S.C.S. - Cincinnati*
4. Logistics/Supply Chain - *FedEx*